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MAY DAY

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PARTNER OF LABOUR MOVEMENT

The Institute of Banking and Finance Singapore

Nominated by the NTUC Financial and Professional Services Cluster

The Institute of Banking and Finance Singapore (IBF) has been a close partner of the NTUC Financial and Professional Services Cluster, fostering tripartite collaboration between financial institutions, THE Government, and unions to support a skilled and resilient financial sector workforce.

In 2024, IBF and NTUC inked a Memorandum of Understanding (MOU) with seven industry associations in the financial sector to provide a robust support system for the financial sector workforce in embracing emerging trends, such as sustainability and artificial intelligence. The collaboration includes outreach efforts to enhance awareness of industry trends, support for workforce transformation through pre-emptive upskilling or reskilling, and career advisory.

By creating a collaborative ecosystem, this initiative seeks to comprehensively support workforce development arising from business transformation in the financial sector while ensuring every worker is well supported amidst the transformation.

The MOU also saw IBF and NTUC co-organising the “IBF x NTUC Sustainable Finance Symposium 2024”, which focused on the transformation of the financial services sector and the impact on jobs and skills.

The close partnership between NTUC and IBF enables financial institutions to stay competitive by upskilling and transforming their businesses, with the support of NTUC’s Company Training Committees (CTC) and its grants or IBF-administered funding programmes. This ensures that upskilling and reskilling efforts in the financial sector are aligned with future trends and sectoral needs.

IBF also works closely with NTUC’s e2i (Employment and Employability Institute) to provide career support and advisory services to individuals, which has helped NTUC members. IBF has been actively involved with the cluster in the development of the financial sector Jobs Transformation Maps (JTM).

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Alvin Aloysius Goh Chye Sun

Executive Director
Singapore Human Resources Institute

Nominated by NTUC U PME

Alvin Aloysius Goh Chye Sun has been a steadfast advocate for best human resource (HR) practices, tirelessly working together with the Labour Movement to ensure that workers receive the support and opportunities they deserve.

His commitment to promoting progressive HR strategies has not only improved workplace environments but also enhanced the overall well-being of employees. By championing initiatives that prioritise the needs and rights of workers, he has set a high standard for HR professionals nationwide.

Brother Alvin has been a steadfast advocate for fostering collaboration between HR departments, unions and associations – promoting a culture of mutual respect and shared success.

During a recent Banking and Financial Services Union event, he encouraged HR leaders and management partners in financial institutions to engage meaningfully with unions, demonstrating how such partnerships can enhance employee welfare and organisational growth.

Similarly, at a recent cluster engagement event, Brother Alvin urged other association leaders to step forward and collaborate with NTUC alongside the Singapore Human Resources Institute (SHRI), reinforcing his commitment to building strong, cooperative relationships that drive workforce development and innovation.

In addition to his professional achievements, his personal commitment to the Labour Movement is truly inspiring. He volunteers as a Career Mentor in NTUC's Executive Mentorship Programme, dedicating his time and expertise to helping workers navigate their career paths. His mentorship has provided invaluable guidance and support to individuals seeking to advance their careers, making a lasting impact on their professional journeys.

Brother Alvin's unwavering dedication towards the advocacy of best HR practices, fostering collaboration between HR and unions, and supporting workers through mentorships makes him an invaluable asset to the Labour Movement.

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APRW Pte Ltd

Nominated by NTUC U SME

APRW, an integrated communications agency, has been a partner of the Labour Movement since October 2021. It supports the Progressive Wage Model by ensuring that its employees' wages are aligned with skills, productivity, and career progression. Awarded the Progressive Wage Mark, the company has committed to fair and sustainable wage growth for its employees.

APRW has demonstrated a strong commitment to creating a progressive and inclusive work environment. Through practices such as flexible work arrangements (eg flexi-time and work-from-home), it has helped employees balance their work and personal obligations. The agency's Company Training Committee (CTC), developed in partnership with NTUC U SME, further exemplifies this commitment. The CTC allows APRW to involve employees in shaping the workplace policies that affect them directly, fostering mutual respect and collaboration.

APRW's Operation & Technology Roadmap, developed in collaboration with NTUC U SME, further supports these goals by integrating advanced digital tools and processes into its workflow, ensuring the agency remains competitive in the evolving digital landscape.

The company's age-friendly workplace practices ensure that employees of all ages are supported, with policies that respect the unique needs of mature workers and younger team members alike.

APRW collaborated with NTUC U SME to adopt the Tripartite Standards that promote fair employment practices. By implementing initiatives that promote work-life harmony, APRW fosters a culture where employees feel supported in balancing their careers with personal well-being. Through wellness programmes, flexible schedules, and family-friendly policies, the company actively enhances the overall quality of life for its workforce.

The company sponsors flu vaccinations and health screenings to support the physical well-being of its team members. The creation of a Balance Room—an inclusive space for relaxation, breastfeeding, and prayers—underscores APRW's commitment to meeting its workforce's diverse needs.

Through APRW+, the agency provides a structured talent development programme, setting a clear pathway for career growth from entry-level roles to leadership positions. This initiative offers continuous learning opportunities, certification programmes, and cross-training to equip employees with essential digital and industry-specific skills. The company also hosts bi-monthly lunchtime talks with industry experts, helping employees stay informed on emerging trends and industry challenges. Through APRW+, the agency empowers its team to achieve personal and professional growth, preparing them to meet future industry demands and build fulfilling, long-term careers.